

Abstract

The bachelor thesis *Uprising in Libya: „The Al-Jazeera Effect“* uses a quantitative analysis to examine the relationship the Czech printed media has towards the Arab news network Al Jazeera. The preliminary theoretical part is divided into three sections. In the first section, the author presents Al Jazeera as an important actor in the regional and global television news market. The second section summarizes the findings about two interesting phenomena that aren't unanimously accepted by academic literature – the so called „CNN effect“ and the „Al Jazeera effect“. The third section then reflects on the current quantitative research that deals with Al Jazeera's news coverage.

The core of this thesis rests solely on the quantitative research. The author focused on key events that could be expected to increase the references to the Al Jazeera network. Therefore, the thesis examined two twelve month periods in which international news outlets informed of the events related to the terrorist attacks on the World Trade Center on September 11th 2001, and of the development of anti-regime uprisings in the Middle East and North Africa collectively labeled as the Arab Spring in 2011. The ten-year gap in between these two periods has given the author a chance to focus particularly on the change in the relationship of the Czech printed media towards Al Jazeera. The author also took notice of the developments in the usage of Al Jazeera as a source by the Czech press, and so on.

In line with the title of the thesis, particular attention was given to the anti-regime uprising in Libya. Here the author mainly took interest in whether the texts associated with Al Jazeera reported about the uprising in Libya more often than they did about any other anti-regime uprisings.

The author examined three research hypotheses; two of them had been confirmed. The message of this paper thus states that a significant shift can be observed in the way Czech printed media perceive Al Jazeera within the last decade. However, this doesn't mean the media use it a source of information of broader variety of topics. The texts connected to Al-Jazeera, which referred to the so called Arab spring, are mostly concerned with the uprising in Libya.